

## CLAIMS

What is claimed is:

1. A method of providing Internet service access, said method including the steps of:

    establishing a business entity which provides wholesale Internet access service;

    establishing a contractual relationship with at least one reseller organization that desires to resell the wholesale Internet access service provided by the business entity, said at least one reseller organization agreeing to a certain price structure for the provision of the wholesale Internet access service;

    recruiting end user subscribers who desire to obtain Internet service access and who agree to pay a recurring fee for such access, said recruiting being performed by said at least one reseller organization or its agents;

    collecting the fees from end user subscribers, said collecting being performed by said business entity; and

    paying the reseller organization the difference between the amount collected from end user subscribers and the cost of the wholesale Internet access service.

2. The method of claim 1, which further comprises the step of providing a rewards program, whereby end user subscriber is awarded reward points for each recurring payment, the number of reward points awarded being based on the amount received from the end user subscriber.

3. The method of claim 2, which further comprises the step of providing an online store associated with said at least one reseller organization, said online store having an inventory of goods and/or services which can be purchased by an end user subscriber who subscribes to the Internet access service through

said at least one reseller organization, said purchase being effected through the redemption of accrued reward points.

4. The method of claim 1, wherein said at least one reseller organization is selected from the group consisting of charities, service organizations, universities, churches, and for-profit businesses.

5. The method of claim 1, wherein said business entity provides a portal page to each end user subscriber when he logs on to the Internet that is branded to identify the reseller organization through which he subscribes to the Internet access service.

6. The method of claim 1, wherein said business entity provides e-mail service to each end user subscriber that is branded to identify the reseller organization through which he subscribes to the Internet access service.

7. The method of claim 3, wherein each online store is managed by its respective reseller organization, each of said online stores being a software program and an associated database, both of which are provided by the business entity.

8. The method of claim 5, wherein each portal page provides a link to a website of the associated reseller organization, a link to an online store associated with the subscriber's reseller organization, as well as a link to the end user subscriber's reward point data.

9. The method of claim 5, wherein the reseller organization controls the dissemination of permission marketing ads and fundraising materials on each end user subscriber's portal page.

10. The method of claim 5, wherein an end user subscriber's portal page provides links to message boards which deal with issues associated with the reseller organization.

11. A method of providing Internet access service, said method including the steps of:

- establishing a business entity having multiple server computers, multiple routers and a fiber-optic connection to the world-wide web, all for providing wholesale Internet access service;

- establishing a contractual relationship with each of multiple reseller organizations, each of which desires to resell the wholesale Internet access service provided by the business entity to third-party subscribers, each reseller organization agreeing to a certain price structure for the provision of the wholesale Internet access service;

- recruiting end user subscribers who desire to obtain Internet service access and who agree to pay a recurring fee for such access, said recruiting being performed each reseller organization or its agents;

- collecting the fees from end user subscribers, said collecting being performed by said business entity;

- paying the reseller organization the difference between the amount collected from end user subscribers and the cost of the wholesale Internet access service;

- providing a rewards program, whereby end user subscribers are awarded reward points for each recurring payment made, the number of reward points awarded being a function of the recurring payment amount; and

- providing an online store associated with each rewards program, said online store having an inventory of goods and/or services which can be purchased by an end user subscriber through the redemption of accrued reward points.

12. The method of claim 11, wherein each reseller organization is selected from the group consisting of charities, service organizations, universities, churches, and for-profit businesses.

13. The method of claim 11, wherein said business entity provides a portal page to each end user subscriber when he logs on to the Internet that is branded to identify the reseller organization through which he subscribes to the Internet access service.

14. The method of claim 11, wherein said business entity provides e-mail service to each end user subscriber that is branded to identify the reseller organization through which he subscribes to the Internet access service.

15. The method of claim 11, wherein each online store is managed by its respective reseller organization, each of said online stores being a software program and an associated database, both of which are provided by the business entity.

16. The method of claim 13, wherein each portal page provides a link to a website of the associated reseller organization, a link to an online store associated with the subscriber's reseller organization, as well as a link to the end user subscriber's reward point data.

17. The method of claim 13, wherein the reseller organization controls the dissemination of permission marketing ads and fundraising materials on each end user subscriber's portal page.

18. The method of claim 13, wherein an end user subscriber's portal page provides links to message boards which deal with issues associated with the reseller organization.